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## CITY OF PORT LAVACA

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**COUNCIL MEETING:** SEPTEMBER 8, 2025

**AGENDA ITEM:**

**DATE:** 8.30.2025

**TO:** HONORABLE MAYOR AND CITY COUNCIL MEMBERS

**FROM:** JODY WEAVER, INTERIM CITY MANAGER

**SUBJECT:** EVENT MANAGEMENT/MARKETING/COMMUNICATIONS AGREEMENT

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**Background:**

As discussed at the Budget Workshop, a number of additional events have been added to the regular annual schedule since the City initially contracted with the Chamber for Events Management in 2016. In that time, the only increase in compensation was \$15,000 a couple years ago to add a limited amount of communication assistance to their contract. After reviewing the current scope of the services provided by the Chamber in managing events, marketing the City and assisting with communications, I am recommending agreeing to an increase in their compensation to \$125,000 per year. I think this is more than fair considering the current value of the 2016 \$75,000 is now about \$103,000 using the MCI. Adding the \$15,000 brings up to \$118,000 and again we've added many new events since 2016.

Also as discussed during the budget, we are going to transfer the title of a vehicle with a value of \$15,000 to the Chamber this year so our cash payment to them will be \$110,000 for 2025-26.

Per the contract, the makeup of the Events Committee as follows:

Events Coordinator – Chair (Tania French)

City Finance Director – Vice Chair (Britney Hogan)

Chamber of Commerce Representative – Sara Baker

Local Hotel/Motel Representative – Christine Pena

Commercial Business Representative – Desiree Spears, Farmers Insurance

Commercial Business Representative – Schelly Bartels, PL Wave (Main Street)

Beside Regular City Event promotion, other creative and social media posts and campaigns provided by the Chamber for the City include:

2024:

Holiday greetings

Public notifications of City Hall closures and freezing weather prep

Assistance with promotion of Housing workshops

Assistance with communications during Beryl

Promotion of Clean It and Green It Earth Day event

Promotion of Public Works Sweep into Spring Cleanup event

Public Works Week promotions

Promotion of Public Works Shown & Tell Event

FB Posts featuring Public Works employees during Public Works Week

“Time to mow” Facebook posts

Congratulation Posts for employees earning certifications

Veterans Day event promotion  
FB posts featuring the Finance Department Employees  
FY2024-25 Budget Highlights graphic  
MyPLTxT texts: 11  
2025:  
Holiday greetings  
Public notifications of City Hall closures and freezing weather prep  
Promotion of Clean It and Green It Earth Day trash pick up  
Promotion of the Parks Community Input Event  
Promotion of the Public Works “Chunk the Junk” cleanup event  
FB Posts featuring Public Works employees during Public Works Week  
Public Works Department Pavement, Pipes and Parks event  
MyPLTxT texts: 8 to date

Recommendation:

Staff recommends approval of the Events Management/Marketing/Communications Services Agreement with the Port Lavaca Chamber of Commerce FY 2025-2028.

EVENT MANAGEMENT/MARKETING/COMMUNICATIONS  
SERVICES AGREEMENT  
FY 2025-2026 thru FY 2027-2028

This Service Agreement is executed by and between the City of Port Lavaca, Texas, a municipal corporation (hereinafter the "City") and the Port Lavaca Chamber of Commerce, a private Texas nonprofit corporation (hereinafter called the "Chamber").

NOW THEREFORE, in consideration of the mutual covenants contained herein, the parties agree as follows:

1. Description of Services

Chamber agrees to provide the following professional services to the City:

a. Event Management

- Chamber agrees to provide event management services, leadership, negotiations, marketing and follow-up reporting of events.
- Event management services shall encompass coordination between the designated "Events Committee"<sup>1</sup>, volunteers, and City staff.
- Event manager shall oversee pre-event planning, production, arrangement of service providers, securement of performers, communication with hotels, sponsorship, marketing of events, and any other actions needed to make each event successful.
- Event Manager will assist in the coordination between the City staff/resources and other entities, for events where the City has agreed to participate in, such as Main Street, Inc. events and Juneteenth celebration.
- Event Manager will submit a proposed Event calendar and budget to council for approval each year in conjunction with the fiscal year budgeting cycle.
- Event Manager will submit a written report of prior year activities to City Manager to be presented to Council on an annual basis.
- Event Manager, or qualified designee, will be on-site during all events to include:
  - Iguana Fest
  - **Art Walk**
  - Star Spangled Bay Bash
  - Bayfront Summer Concert Series
  - Movies in the Park
  - **Mid-Coast Texas Birding Festival**
  - **Juneteenth**
  - **David Heard Memorial Kids Fishing Tournament**
  - Christmas at the Bayfront/Parade
  - Other City Events as Budgeted and Approved by City Council

b. Marketing

Chamber agrees to function as the marketing arm of the City and will provide advertising placement and design services. Chamber will coordinate advertising placement with City Manager, or designee, and will include the following media as budgeted by Council:

- Billboards
- Radio
- Television
- Print
- Social Media
- Press Releases
- Media Communications
- The Events Coordinator shall serve as the Film Friendly Texas program Film Liaison

c. Communications

- Chamber agrees to provide services as the Communications Officer of the City of Port Lavaca.
- As such, the Chamber will develop internal and external communications and assist managing citizen participation initiatives.
- The Communications Officer will oversee media relations, the City's website, social media, newsletters, etc.
- The Communications Officer will report directly to the City Manager and attend department head meetings, City Council Meetings, preconstruction and planning meetings for capital improvement projects, and other meetings as directed by the City Manager.
- The Communications Officer will meet regularly with the City Manager to remain informed of activities and actions of the City Council and City.
- The Communications Officer will work with the City Manager and staff to develop creative concepts to provide effective communication and outreach about the actions of the City Council and City operations.

2. Term and Payment

- a. The term of this Agreement shall commence upon execution by signature of the Mayor, attested by the City Secretary, and the Chair of the Board of Directors for the Chamber. This Agreement shall remain in effect through September 30, 2028, unless sooner terminated under the terms therein. The City agrees that for the above-described services performed by Chamber each fiscal year, the City shall pay a sum of \$125,000.00, paid in three (3) equal installments payable on October 1st, January 1st and May 1st, unless otherwise stated herein. (see item b. below)
- b. It is agreed that only for the period covering October 1, 2025 through September 30, 2026, the payment to the Chamber shall be the amount of \$110,000 in (3) equal installments plus transfer the title to a 2017 Chevy Silverado 1500 with 41,160 miles estimated at a value of \$15,000.

3. Contracts

The City and Contractor agree that in no event shall the City be liable for any contracts made by Chamber with any person, firm, corporation, association, or governmental body, outside of this agreement.

4. Liability

The City and Contractor agree that in no event shall the Chamber be Liable for any damages, injuries, or losses charged to or adjudged against the City arising from the maintenance of city-owned event venues. It is agreed that maintenance of said facilities/buildings is the responsibility of the City. Chamber assumes no liability for city-owned real or personal property.

5. Email address:

The City will provide a \*.portlavaca.org email address for use by the Communications Officer while performing the services of this agreement.

6. Annual Appropriations

The parties mutually agree and understand that funding under this Agreement is subject to annual appropriations by the City Council and that each fiscal year's funding must be included in the budget for that year and is not effective until so approved by the City Council.

7. Termination

If through any cause, Chamber shall fail to fulfill in a timely and proper manner its obligations under this Agreement or if Chamber shall violate any term of this Agreement, the City shall thereupon notify Chamber of the deficiency in writing and Chamber shall be given sixty (60) days to resolve said deficiency. If Chamber fails to resolve after said time, City shall have the right to terminate this Agreement by giving written notice to the contractor of such termination and specifying the effective date thereof at least sixty (60) days before the effective date of such termination. In such event, all finished or unfinished documents prepared by Chamber under this Agreement shall, at the option of the City, become their property, and the Chamber shall be entitled to receive just and equitable compensation for any work satisfactorily completed hereunder.

<sup>1</sup> Events Committee shall be comprised of the following members:

Events Coordinator - Chair

City Finance Director – Vice Chair

Chamber of Commerce Representative

Local Hotel/Motel Representative – City of Port Lavaca at Large

Commercial Business Representative – City of Port Lavaca at Large

Commercial Business Representative – Main Street

CITY OF PORT LAVACA

CHAMBER

By: \_\_\_\_\_  
Jack Whitlow, Mayor

By: \_\_\_\_\_  
Jay Cuellar, Chamber President

Date: \_\_\_\_\_

Date: \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
Mandy Grant, City Secretary